



The Latino Family Literacy Project

A Lectura Family Program

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The Latino Family Literacy Project Announces the 1st Annual LATFAM Parent Involvement Award

Pajaro Valley Unified School District to Receive LATFAM Parent Involvement Award

Los Angeles, CA – The Latino Family Literacy Project today announced that it has selected the Pajaro Valley Unified School District in Watsonville, California, to receive its 1st Annual LATFAM Parent Involvement Award.

“The Pajaro Valley School District stands as a model for school-based parent involvement initiatives,” said Katherine Del Monte, director of The Latino Family Literacy Project. “Whether it is developing family reading routines, building English language skills or ensuring that families feel a closer connection to their schools, Pajaro Valley exemplifies the benefits of an engaged parent involvement effort.”

As the recipient of the 1st Annual LATFAM Parent Involvement Award, Pajaro Valley Unified School District will receive twenty (20) copies of each new book published in the next year by Lectura Books, the publishing division of Lectura, which also houses The Latino Family Literacy Project. The free copies of the new books are to be used to build strong lending libraries for the children and parents at the schools in Pajaro Valley. Lectura Books is an award-winning innovator in the world of children’s bilingual publishing and is committed to meeting the literacy needs of the growing number of Latinos nationwide, especially with school-aged children who are learning English and share similar cultural and linguistic touchstones.

Dr. Mary Anne Mays, Interim Superintendent for the Pajaro Valley Unified School District, said, “We congratulate the parents and the staff that have made this project such a success”

And, Terry Eastman, Director of Extended Learning Programs noted that, "Our Extended Learning Program has Family Literacy Grants at ten different school sites in our district and the Latino Family Literacy Project is an integral part of each of them. The program has been highly successful thanks to the efforts of our Parent Education Specialist, Teresa Rodriguez and the

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enthusiasm of the participating parents. Many of our other district schools are also now offering the Latino Family Literacy Project to their parents."

"We are delighted to have been selected for this award," said Teresa Rodriguez, Pajaro Valley's Parent Education Specialist. "The Latino Family Literacy Project is a key program component of our parent involvement efforts and the Project is a principle curriculum used to promote a love of reading in the home. The results have been phenomenal and way beyond our wildest dreams."

The Latino Family Literacy Project is a reading program of the Lectura Inc. group of literacy services. Lectura Inc. is an educational publishing organization providing a wide range of educational programs including books, workshops and seminars expressly designed to establish a family reading routine for Latino parents and their children. The Latino Family Literacy Project offers training workshops for teachers who work with Latino parents and their children in building a regular family reading routine and developing strong English-Language skills. For more information, please call toll-free: 1-877-LECTURA. You also can visit The Latino Family Literacy Project's website at: www.latinoliteracy.com

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